

Order / Rev: 725278
 Alt Order #: 06398173
 Flight Dates: 10/28/12 - 11/04/12

Advertiser: Obama For America
 Product Desc: OBAMA FOR AMERICA
 Estimate:

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WFMY	11/02/12	11/02/12	Fri Prime A Undercover Boss	CM	8-9p	----F--	:30	1	\$1,200.00	P-2	0.00	NM	0	\$0.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/29/12 11/04/12 ----F-- </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 1 \$1,200.00 0.00 </div> </div>															
<div> <div> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> </div> <div> 1 WFMY 10/29/12-11/04/12 Fri Prime A 8-9p ----F-- :30 (\$1,200.00) 0.00 NM </div> <div>Credited</div> </div>															
E 7	WFMY	11/02/12	11/02/12	Fri Prime C Blue Bloods	CM	10-11p	----F--	:30	1	\$1,300.00	P-2	0.00	NM	0	\$0.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/29/12 11/04/12 ----F-- </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 1 \$1,300.00 0.00 </div> </div>															
<div> <div> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> </div> <div> 1 WFMY 10/29/12-11/04/12 Fri Prime C 10-11p ----F-- :30 (\$1,300.00) 0.00 NM </div> <div>Credited</div> </div>															
E 8	WFMY	11/03/12	11/03/12	NCAA Football NCAA Football	CM	230-7P <3:00 PM-7:00 PM>	-----S-	:30	2	\$450.00	P-3	0.00	NM	0	\$0.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/29/12 11/04/12 -----S- </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 2 \$450.00 0.00 </div> </div>															
<div> <div> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> </div> <div> 1 WFMY 10/29/12-11/04/12 NCAA Football 230-7P <3:00 PM-7:00 F-----Sa-- :30 (\$450.00) 0.00 NM </div> <div>Credited</div> </div>															
<div> <div> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> </div> <div> 2 WFMY 10/29/12-11/04/12 NCAA Football 230-7P <3:00 PM-7:00 F-----Sa-- :30 (\$450.00) 0.00 NM </div> <div>Credited</div> </div>															
E 9	WFMY	11/03/12	11/03/12	NCAA Football Prime NCAA Football Prime	CM	8-11p	-----S-	:30	2	\$750.00	P-3	0.00	NM	1	\$750.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/29/12 11/04/12 -----S- </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 2 \$750.00 0.00 </div> </div>															
<div> <div> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> </div> <div> 2 WFMY 10/29/12-11/04/12 NCAA Football Prime 8-11p -----Sa-- :30 (\$750.00) 0.00 NM </div> <div>Credited</div> </div>															
E 10	WFMY	11/04/12	11/04/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	1	\$1,500.00	P-2	0.00	NM	0	\$0.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/29/12 11/04/12 -----S </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 1 \$1,500.00 0.00 </div> </div>															
<div> <div> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> </div> <div> 1 WFMY 10/29/12-11/04/12 Sun Prime A 7-8p -----Su :30 (\$1,500.00) 0.00 NM </div> <div>Credited</div> </div>															
E 11	WFMY	11/04/12	11/04/12	Sun Prime C The Good Wife	CM	9-10p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	0	\$0.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/29/12 11/04/12 -----S </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 1 \$1,200.00 0.00 </div> </div>															
<div> <div> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> </div> <div> 1 WFMY 10/29/12-11/04/12 Sun Prime C 9-10p -----Su :30 (\$1,200.00) 0.00 NM </div> <div>Credited</div> </div>															
E 12	WFMY	11/04/12	11/04/12	Sun Prime D The Mentalist	CM	10-11p	-----S	:30	1	\$900.00	P-3	0.00	NM	0	\$0.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/29/12 11/04/12 -----S </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 1 \$900.00 0.00 </div> </div>															
<div> <div> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> </div> <div> 1 WFMY 10/29/12-11/04/12 Sun Prime D 10-11p -----Su :30 (\$900.00) 0.00 NM </div> <div>Credited</div> </div>															
E 13	WFMY	11/04/12	11/04/12	NFL Football Game #1 NFL Football Game #1	CM	1-4p	-----S	:30	1	\$1,250.00	P-3	0.00	NM	0	\$0.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/29/12 11/04/12 -----S </div> <div> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> 1 \$1,250.00 0.00 </div> </div>															
<div> <div> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> </div> <div> 1 WFMY 10/29/12-11/04/12 NFL Football Game #1 1-4p -----Su :30 (\$1,250.00) 0.00 NM </div> <div>Credited</div> </div>															
E		11/04/12			CM				1		P-3	0.00	NM	0	\$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	WFMY	11/04/12		NFL Football Game #2		4-7p	-----S	:30		\$1,250.00					
				NFL Football Game #2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$1,250.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WFMY	10/29/12-11/04/12	NFL Football Game #2		4-7p	-----Su	:30		(\$1,250.00)		0.00	NM		
				Credited											
E 15	WFMY	10/29/12	11/02/12	M-F 5-6a	CM	5-6a	MTWTF--	:30	10	\$55.00	P-4	0.00	NM	10	\$550.00
				5-6a GMS ROT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		10				\$55.00		0.00			
E 16	WFMY	10/29/12	11/02/12	M-F 6-8a	CM	6-8a	MTWTF--	:30	20	\$130.00	P-3	0.00	NM	20	\$2,600.00
				Good Morning Show 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		20				\$130.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	15	WFMY	10/29/12-11/04/12	M-F 6-8a		6-8a	MTWThF----	:30		\$130.00		0.00	NM		
E 17	WFMY	10/29/12	11/02/12	News2 at Noon	CM	12-1230p	MTWTF--	:30	5	\$350.00	P-1	0.00	NM	3	\$1,050.00
				News2 at Noon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$350.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WFMY	10/29/12-11/04/12	News2 at Noon		12-1230p	MTWThF----	:30		(\$350.00)		0.00	NM		
				Credited											
	3	WFMY	10/29/12-11/04/12	News2 at Noon		12-1230p	MTWThF----	:30		(\$350.00)		0.00	NM		
				Credited											
E 18	WFMY	10/29/12	11/02/12	M-F 2-3p	CM	2-3p	MTWTF--	:30	2	\$250.00	P-1	0.00	NM	0	\$0.00
				The Talk											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		2				\$250.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WFMY	10/29/12-11/04/12	M-F 2-3p		2-3p	MTWThF----	:30		(\$250.00)		0.00	NM		
				Credited											
	2	WFMY	10/29/12-11/04/12	M-F 2-3p		2-3p	MTWThF----	:30		(\$250.00)		0.00	NM		
				Credited											
E 19	WFMY	10/29/12	11/02/12	M-F 3-4p	CM	3-4p	MTWTF--	:30	2	\$250.00	P-1	0.00	NM	0	\$0.00
				Let's Make a Deal											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		2				\$250.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WFMY	10/29/12-11/04/12	M-F 3-4p		3-4p	MTWThF----	:30		(\$250.00)		0.00	NM		
				Credited											
	2	WFMY	10/29/12-11/04/12	M-F 3-4p		3-4p	MTWThF----	:30		(\$250.00)		0.00	NM		
				Credited											
E 20	WFMY	10/29/12	11/02/12	M-F 4-5p	CM	4-5p	MTWTF--	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
				Ellen Degeneres											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		2				\$100.00		0.00			
E 21	WFMY	10/29/12	11/02/12	PA (M-F)	CM	7-8p	MTWTF--	:30	5	\$550.00	P-2	0.00	NM	3	\$1,650.00
				PA (M-F)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$550.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WFMY	10/29/12-11/04/12	PA (M-F)		7-8p	MTWThF----	:30		(\$550.00)		0.00	NM		
				Credited											
	2	WFMY	10/29/12-11/04/12	PA (M-F)		7-8p	MTWThF----	:30		(\$550.00)		0.00	NM		
				Credited											
E 22	WFMY	10/29/12	11/04/12	News 2 at 11	CM	11-1135p	MTWTFSS	:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
News 2 at 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTFSS			3			\$350.00		0.00			
N23	WFMY	11/01/12	11/02/12	M-F 6-8a	CM	6-8a	---TF--	:30	1	\$130.00	P-3	0.00	NM	1	\$130.00
Good Morning Show 6a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--			1			\$130.00		0.00			
													Totals	48	\$15,080.00